

Veron Phillips

Marketer
& Creative

education + extracurriculars

Bachelor of Business Administration

Western Michigan University

April 2023

Advertising and Promotion Major

General Business and Music Minors

GPA: 3.49

- Lee Honors College Aug 2019 - present
- Active Member of AdClub, AAF Affiliate Aug 2020 - present
- Western Michigan University Deans List Spring 2020, Spring 2022, Fall 2022
- Volunteering
 - Bronco Bash Fall 2022
 - Meals on Wheels Spring 2023

professional development

Content Creator

Flighthouse Media

Los Angeles, CA
Mar 2023 - present

- Utilized Adobe Creative Suite to edit and produce video content for a variety of formats.
- Researched and implemented workflow optimizations and automations in a creative environment.

Print Center Assistant

Haworth College of Business

Kalamazoo, MI
Sept 2022 - present

- Maintained professionalism while working in a fast-paced, customer-oriented environment.
- Organized and maintained active communication using online channels.

Livestream Coordinator

Chicago Bandits

Rosemont, IL
Jun 2018 - Aug 2018

- Planned and directed a live stream for a professional softball team.
- Coordinated talent with a technical team to incorporate advertising breaks into the broadcast.
- Managed a large group of creatives in a high energy/high stress environment.

contact

veronbphillips@gmail.com

224-250-4387

1617 Lafayette Ave.

Kalamazoo MI, 49006



www.linkedin.com/in/veronp

skills & expertise

- Microsoft Office
- Google Ads
- Facebook Ads/Meta Suite
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro)
- Wordpress
- Audio Production and Broadcasting Software
- Camera and Lighting Skills
- Certifications
 - Google Display and Video 360
 - The Trade Desk
 - Semrush SEO

portfolio



marketingadmins

GiGi's
Playhouse™

Down Syndrome Achievement Centers
educate. inspire. believe.

swissport

